



Lessons Learned

From Emmy-Nominated Series, Small Business Revolution

Amanda Brinkman, CHIEF BRAND OFFICER, DELUXE

   @amandakbrinkman | #smallbusinessrevolution

SMALL★BUSINESS REVOLUTION

An original series by deluxe.



SEASON 6 | NOV 9 ON HULU & SBR.ORG

WHAT WE WILL COVER

- Building a website that is uniquely you
- Optimizing local listings
- Elevating rank in online search
- Refreshing your brand identity
- Enhancing your customer experience online



Who is Deluxe?



1915
Check printer



TODAY
Provider of technology solutions
for small businesses





An original series by
deluxe®



SEASON 1:
WABASH, IN



SEASON 2:
BRISTOL BOROUGH, PA



SEASON 3:
ALTON, IL

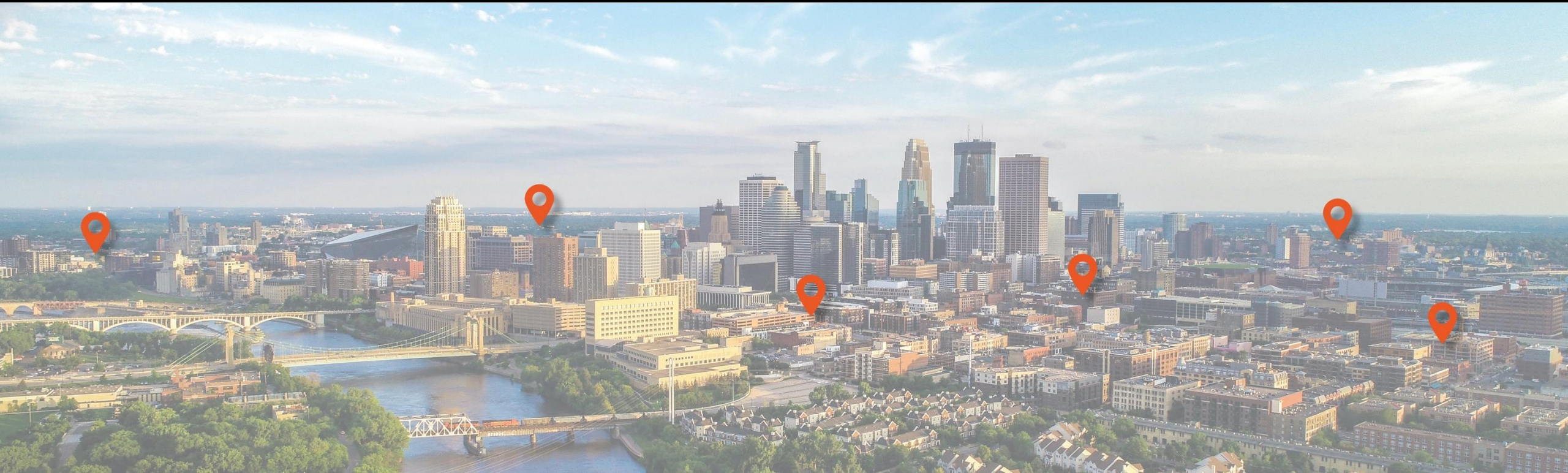


SEASON 4:
SEARCY, AR



SEASON 5:
FREDONIA, NY

Season 6 - coming home to Minneapolis/St. Paul







Lessons learned

**Build a website to
highlight what
makes you unique
and generate
more sales**

20  18

GENTLEMEN CUTS

BARBERSHOP

*"I want my clients to feel like
this is the right kind of shop to
be in!" - Terrell*



Owner, Terrell Smith

Marketing Challenges

- Using an unfinished 'free' website from Google
- Missing functionality & branding
- Barbershop is not at capacity





Gentlemen Cuts

Barber Shop in Saint Paul

Opening at 10:00 AM

GET QUOTE

Original Website

Mood board: **Lincoln**

moody • masculine • confident • tailored • dapper



TYPOGRAPHY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

headline copy:
IvyPresto Headline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

body copy:
Darker Grotesque

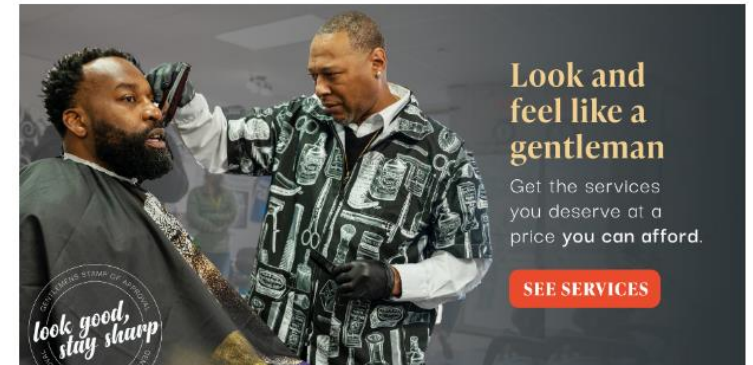
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

accent: Anydore

ICONOGRAPHY



APPLICATION MOCK UP



Moodboard Design

Quality cuts. Compelling conversation.

A true neighborhood barbershop, for men, women and children,
where the latest styles meet the day's events.

BOOK YOUR EXPERIENCE NOW



New Website

Services × Prices

*I love to see people come in
and say, 'Red, you got to
help me get it together,' and
be able to help them out.*

The people that come in, they make the barbershop.
They come in with music, energy, all of their different
personalities that make it a place that people want to be.

—Terrell 'Mr. Red' Smith
Owner, Master Barber,
Gentlemen Cuts



Dedicated Pages: Meet the Owner

Authentic and Unique Photography

Gallery

look good,
stay sharp



FOLLOW US ON INSTAGRAM

THE MODERN 7 GENTLEMAN

CODE OF ETHICS

RESPECT YOURSELF & OTHERS

LOVE *and* APPRECIATE WOMEN

STAY GROOMED, FRESH AND CLEAN

USE GOOD MANNERS AT ALL TIMES

Listen DON'T JUST WAIT TO SPEAK

BE CONFIDENT, AND NOT ARROGANT

HOLD OPEN DOORS & GIVE UP SEATS

FOUL LANGUAGE SHOWS NO CLASS

VULNERABILITY ISN'T WEAKNESS

REMEMBER YOUR PRIVILEGE

BE HUMBLE, *say thank you*

ADMIT WHEN YOU'RE WRONG SAY SORRY
& MEAN IT

20 7 18

GENTLEMEN CUTS
BARBERSHOP

SERVICES

BARBERS

HOURS × LOCATION

[BOOK YOUR EXPERIENCE NOW](#)

Meet The Masters



Dedicated Page: Meet the Barbers



Mz. Nita

For Gentlemen Cuts lone female barber, getting the chance to make people feel good about themselves is what Mz. Nita enjoys most about her work.

"Gentlemen Cuts is a place to come relax and be yourself," she says. "We open our shop to all races, creeds and people, we are very kid-friendly and family-oriented and, it's a great place to come if you like good music!"

BOOK ME



Papi

Bringing a "Puerto Rican-Philly" vibe to Gentlemen Cuts, Papi has been helping young and old get it together for over 18 years

Working his way up through the barber shop, he's currently a co-owner with Terrell and has experience with any style cut you're looking to get.

BOOK ME



J-Slyce

Want a barber that'll get you a fresh look while keeping you laughing the whole time you're in the chair? J-Slyce is your man!

For over 20 years, he's been keeping customers rolling while lining them up, cutting tapers and doing brush fades all day long.

BOOK ME



Jacob

The youngest of the master barbers at Gentlemen Cuts, Jacob has been in the biz for two years, adding his "Kentucky/Southern" flair to the shop

While young of age, he's big on experience and can hook you up with whatever style you're considering.

BOOK ME

Dedicated Page: Meet the Barbers

Summary of Advice:

- Identify your main point of difference and make it core to your online presence
- Sell the energy, using tools like video, real photos, personal quotes/reviews
- Translate your expertise online and make it easy for people to connect



Lessons learned

**Apply quick fixes
to your Google
listing to capture
more traffic**



TASTE OF RONDO

— BAR & GRILL —

"This area was in need of a space that would pay homage to the past as well as be a beacon of light for the future!"

- Charles



Owners, Kasara & Charles Carter

Marketing Challenges

- New to the competitive restaurant scene
- Online presence was very basic
- Missing out on popular searches



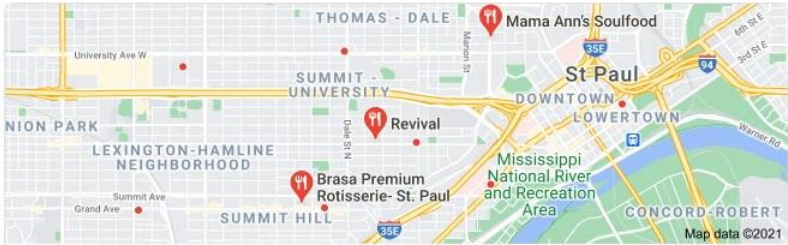
Rank in Local Search

Google

soul food st paul

Q All Maps Images News Shopping More Settings Tools

About 76,300,000 results (0.86 seconds)



Rating Price Hours

Mama Ann's Soulfood
4.1 ★★★★★ (170) · \$ · Soul
520 Rice St
Closed · Opens 11AM
"The best soul food in the city in a long time!!"

Brasa Premium Rotisserie - St. Paul
4.5 ★★★★★ (1,464) · \$\$ · Soul
777 Grand Ave
Closed · Opens 11AM
Dine-in · Curbside pickup · Delivery

Revival
4.4 ★★★★★ (2,047) · \$\$ · Southern
525 Selby Ave
Closed · Opens 11AM
"The soul food was amazing."

→ View all

Google

yelp.*

bing

YAHOO!

Rank in Local Search

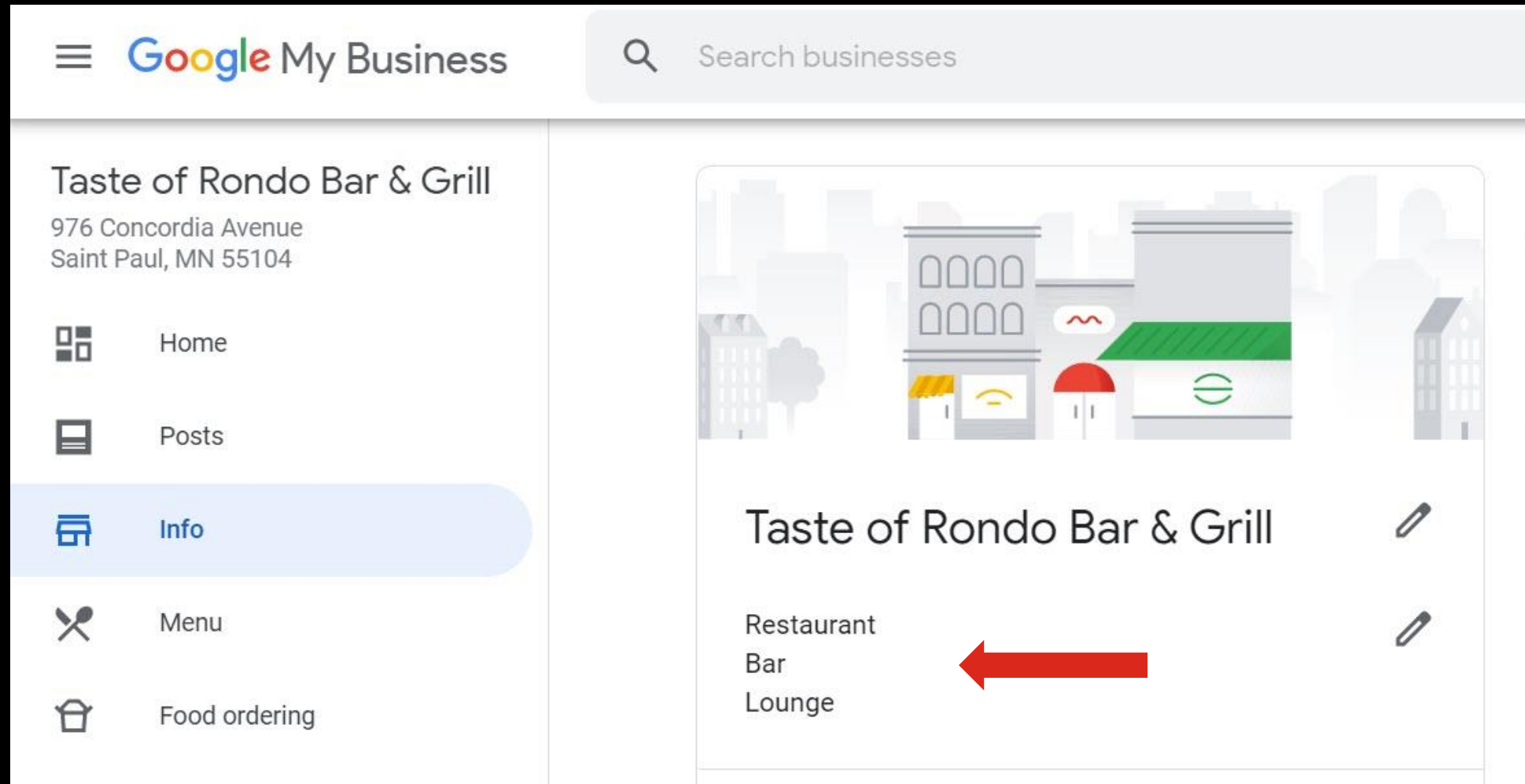
2x

“near me”

80%

Online Ordering

Original Listing



Taste of Rondo Bar & Grill

976 Concordia Avenue
Saint Paul, MN 55104



Home



Posts



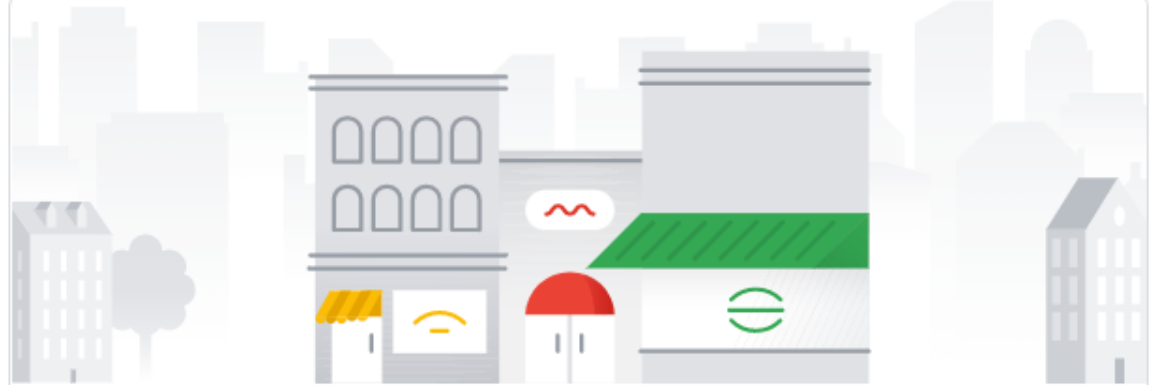
Info



Menu



Food ordering



Taste of Rondo Bar & Grill



Soul food restaurant



Lounge

Bar & grill

Southern restaurant (US)

Updated: Google Listing

Google Business Profile Manager

Search businesses

Taste of Rondo Bar & Grill

976 Concordia Avenue
Saint Paul, MN 55104

Home

Posts

Info

Menu

Food ordering

Insights

Reviews

Calls

(651) 348-2615

Call history is on

https://tasteofrondo.com/

Menu link

https://tasteofrondo.com/menu/

Order ahead links


https://www.clover.com/online-ordering...
5 partner links







Reservations links

https://tasteofrondo.com/



28

Reviews: Google Listing






Deluxe

Get Mobile App  

MY REVIEWSGET REVIEWSCHEDULED REVIEWSETTINGSINTEGRATIONS



Google Reviews

★★★★★

Malik Davis reviewed ON [Google Reviews](#)

Love the food and atmosphere.


August 8, 2021

VIEW COMMENT

RESPOND

SHARE

Show on reviews page ☒



Facebook Reviews

★★★★★

Pat Haug reviewed [Taste of Rondo Bar & Grill](#) ON [Facebook Reviews](#)

What a great place! A quick bike ride from where we were in St Paul- worth the trip-beautiful patio, tasty food-Staff & owner super friendly-will definitely visit again


August 7, 2021

VIEW COMMENT

RESPOND

SHARE

Show on reviews page ☒



Facebook Reviews

★★★★★

Terrance Terry Jackson reviewed [Taste of Rondo Bar & Grill](#) ON [Facebook Reviews](#)

the Band with Andre Cannady

August 7, 2021

VIEW COMMENT

RESPOND

SHARE

Show on reviews page ☒

29

Summary of Advice:

- Claim important local listings on Google, Bing, Yahoo and Yelp
- Optimize for both search engines and customer experience
- Respond to reviews and direct messages promptly



Lessons learned

**Elevate search
rankings for your
niche business**

Lip ESTEEM

"I want to help women feel more confident, one tube at a time!"
– Tameka



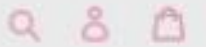
Owner, Tameka Jones



Marketing Challenges

- Very competitive industry
- After one year in the business, sales hit a plateau
- Very low organic traffic to website





[Home](#)

[Products](#) ▾

[L.A.D.Y. Mentor Group](#)

[About Us](#) ▾

[One on One Makeup Tutorial Appointment](#)

LIPESTEEM



SPRING TO IT

Original Website

Keep *SMILING.* Keep *SHINING.*

With lipstick, lip liner, lip gloss and more,
you can hold your head high — and turn
everybody else's.

GET THE LOOK



New Site: Fully Optimized

Updating Meta Data

Google

https://lipesteem.com

Lip Esteem: Plant-Based, Gluten-Free Lipstick & Lip Care

Lip Esteem, a black-owned company, offers a wide selection of plant-based, gluten-free & cruelty-free cosmetic products.

You've visited this page many times. Last visit: 10/20/21

https://lipesteem.com › blog

Beauty Blog | Sustainable Cosmetics for All | Lip Esteem

Aug 30, 2021 — Find the latest makeup news & tips on Lip Esteem's beauty blog. Our team of experts are always providing the best information from the ...

https://lipesteem.com › makeup-tutorials

Step-by-Step Makeup Tutorials | Cosmetics for All | Lip Esteem

Learn the best tips and tricks with Lip Esteem's step-by-step makeup tutorials. Make an appointment with our experts for a personalized session.

https://lipesteem.com › Lip Liner

FUCHSIA - Lip Esteem

We have a variety of shades of lipliners that are perfect for you. These are wonderfully creamy lip pencils. Because they're so soft, they must be sharpened ...

Google preview

Preview as:

☒ Mobile result ☐ Desktop result

lipesteem.com

Lip Esteem | Plant-Based, Gluten-Free Lipstick & Lip Care

Aug 9, 2021 - Lip Esteem, a black-owned company, offers a wide selection of plant-based, gluten-free & cruelty-free cosmetic products.

SEO title

Lip Esteem | Plant-Based, Gluten-Free Lipstick & Lip Care

Slug

Meta description

Lip Esteem, a black-owned company, offers a wide selection of plant-based, gluten-free & cruelty-free cosmetic products.

SHOP ALL

LIPSTICKS

LIP GLOSS

LIP LINERS

LIP CARE

About Lip Esteem



New Site: Product Structure



No Drama

\$18.00

DESCRIPTION

This flattering orange/red is a great color for fall. Don't be afraid of orange. It looks so good on a variety of skin hues. She's bold, but she has NO DRAMA!

When most people think of a matte lipstick they think of a drying lipstick. Not with Lip Esteems Moisturizing Matte. These full color lipsticks are long wearing yet moisturizing. They are sure to make your lips feel plush and comfortable. This formula is perfect if you are on the go and have little to no time to keep applying your lipstick.

New Site: Body Copy



Uploaded on: September 27, 2021

Uploaded by: [esteemli34_admin](#)

Uploaded to: [LADY BOSS](#)

File name: products_lipstick_moisturizing_matte_LADY_BOSS-1.png

File type: image/png

File size: 497 KB

Dimensions: 1200 by 1200 pixels

Alternative Text

Lip_Esteem_Lipstick_Lady_Boss

[Describe the purpose of the image.](#)

Leave empty if the image is purely decorative.

Title

lipstick_moisturizing_matte_LADY_BOSS

Caption

Lady Boss lipstick by Lip Esteem

Description

Lip Esteem's lipsticks are vibrant and moisturizing. They go on so smooth that you may only need to apply it

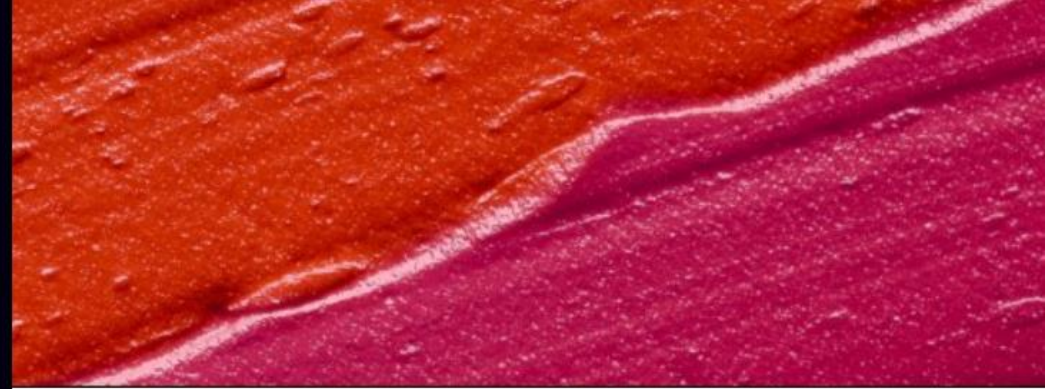
Meta Data: Alternative Text

June 25

Smokin' smokey eyes



Learn how to get that perfect smoky eye, in just 10 minutes.







Book a Makeup Session

New Site: Makeup Tutorials


St. Paul makeup artist debuts her own lipstick line for all skin tones



[Products](#)[Merchandise](#)[Makeup Tutorials](#)[About](#)[Blog](#)[Find Us](#)




Find Us



Minneapolis Farmers Market

The Lyndale location of the Minneapolis Farmers Market has up to 170 vendors on weekends, selling a diverse array of products. Most of the vendors, including us, from are the seven-county metro area.


Our Schedule Saturdays & Sundays 4/24 - 10/31 7am - 1pm	Address 312 East Lyndale Avenue N. Minneapolis, MN 55405 GET DIRECTIONS
---	---



Midtown Farmers Market

The Midtown Farmers Market is located at Moon Palace Books (see address below) for its 2019-2021 seasons while construction is happening at the previous (and soon to be permanent) site.

Our Schedule Tuesdays, 6/1 - 10/1 3pm - 7pm	Address 3032 Minnehaha Ave. Minneapolis, MN 55406 GET DIRECTIONS
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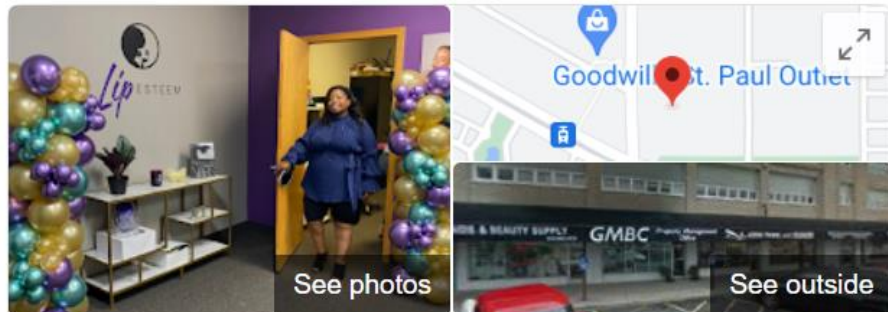
Selby Jazz Festival

We're part of great array of local merchants that the Selby Corridor and St. Paul has to offer during this full day of this free, family-friendly jazz festival. Come say, "Hi!"

Our Schedule Saturday, 6/11 11:30am - 7:30pm	Address Selby Ave at Milton St N. St. Paul, MN 55104
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New Site: News & Locations

Optimize Local Search



Lip Esteem

Website

Directions

Save

Call

5.0 ★★★★★ 3 Google reviews

Beauty product supplier in Saint Paul, Minnesota

✓ You manage this Business Profile ?

Located in: Grigg's Midway Building

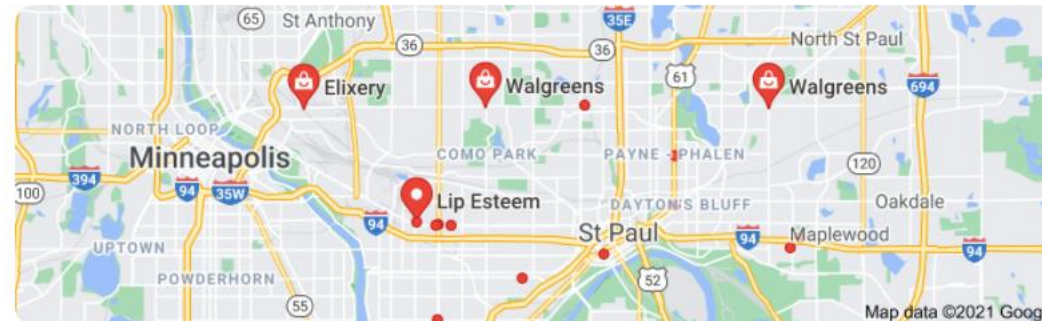
Address: 1821 University Ave W Suite 108, St Paul, MN 55104

Hours: Open · Closes 7PM ▼

Phone: (651) 788-7868

About 14,800,000 results (0.48 seconds)

Lipstick :



Rating ▼

Hours ▼

Lip Esteem

5.0 ★★★★★ (3) · Cosmetics store

1821 University Ave W Suite 108 · In Grigg's Midway Building · (651) 788-7868

Open · Closes 7PM

🗨️ "The 'I Promise' is my go-to lipstick!"



Elixery

5.0 ★★★★★ (3) · Cosmetics store

Minneapolis, MN · In 2010 East Hennepin · (833) 354-9379

Closed · Opens 3PM Fri

📍 Sold here: lipsticks



Walgreens

3.3 ★★★★★ (36) · \$\$ · Cosmetics store

1665 White Bear Ave N · (651) 251-1933

Open · Closes 10PM

🟢 In stock: lipsticks · Updated 1 day ago



Summary of Advice:

- Conduct keyword research: www.ads.google.com/home/tools/keyword-planner
- Optimize your website:
 - Page title
 - Meta-description
 - Primary headline
 - Body content
 - Alternative Text
- Consider helpful content like a tutorials, press articles, locations, FAQ



MSRI
MINNESOTA SPOKESMAN RECORDER



Lessons learned

**Refresh your
brand identity to
attract new online
audiences**



MINNESOTASPOKESMANRECORDER

"I'm continuing the tradition of trying to right the wrongs, and make sure the Black community has a voice." - Tracey



Publisher, Tracey Williams-Dillard

Marketing Challenges

- Legacy brand was not resonating with younger audience
- Readership shifting to digital platforms
- Looking to diversify revenue streams



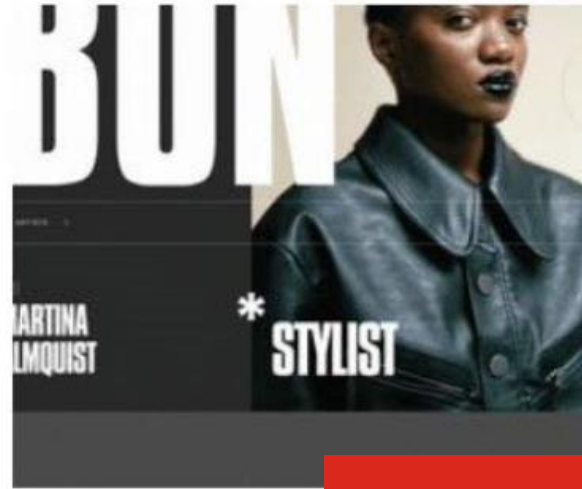
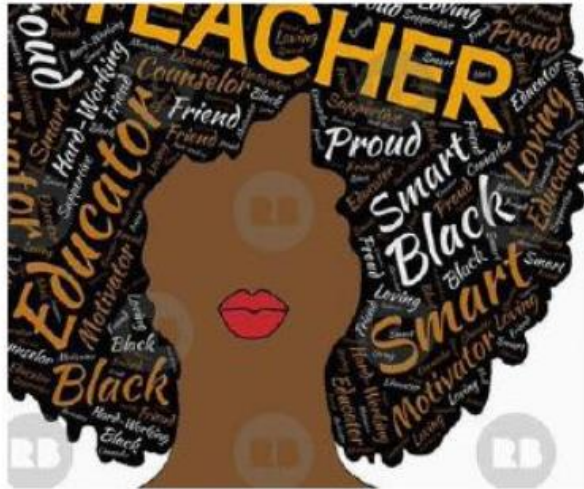
Refresh Legacy Brand



Print Version



Digital Version



Refresh Legacy Branding: Moodboard

Refresh Legacy Brand: Logo Selection

2



3



4



5



6



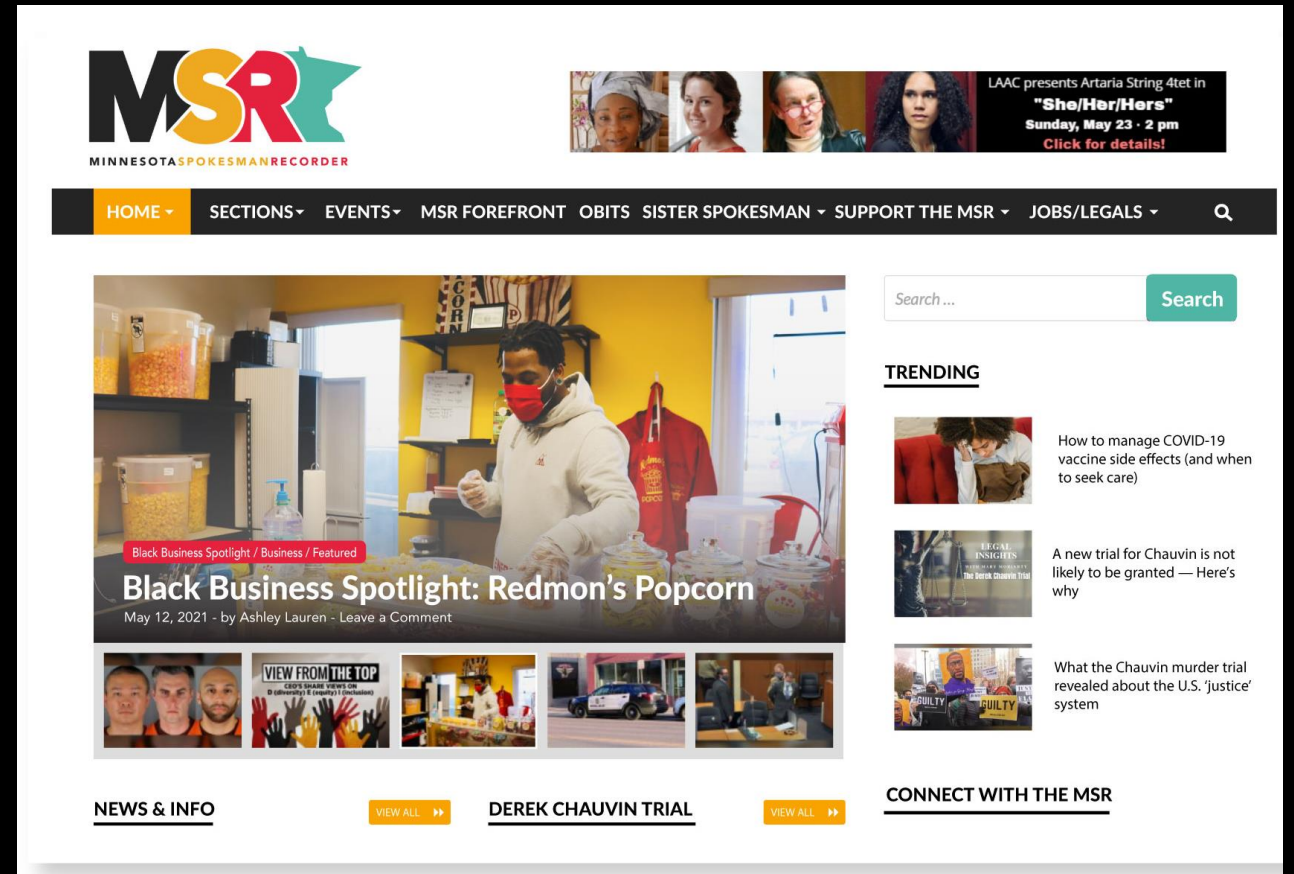


Refresh Legacy Brand

Refresh Legacy Brand

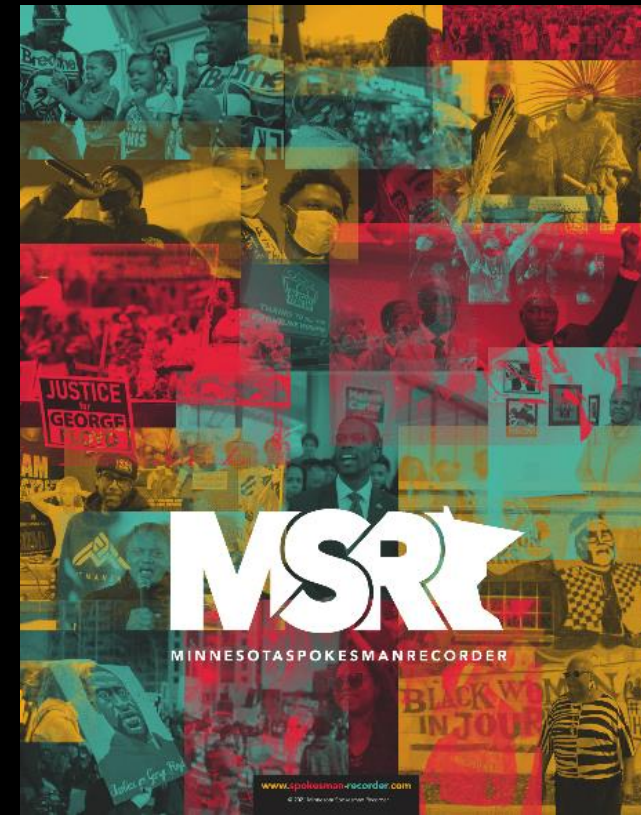


New Print Version



New Digital Version

Branding & Print Marketing



Summary of Advice:

- Evaluate whether your brand is resonating with your desired target audience
- Develop a mood board to guide creative direction
- Refresh across the board



Lessons learned

**Enhance customer
experience on your
eCommerce site**



*"Home is more than the things we
furnish it with." - Tetra*



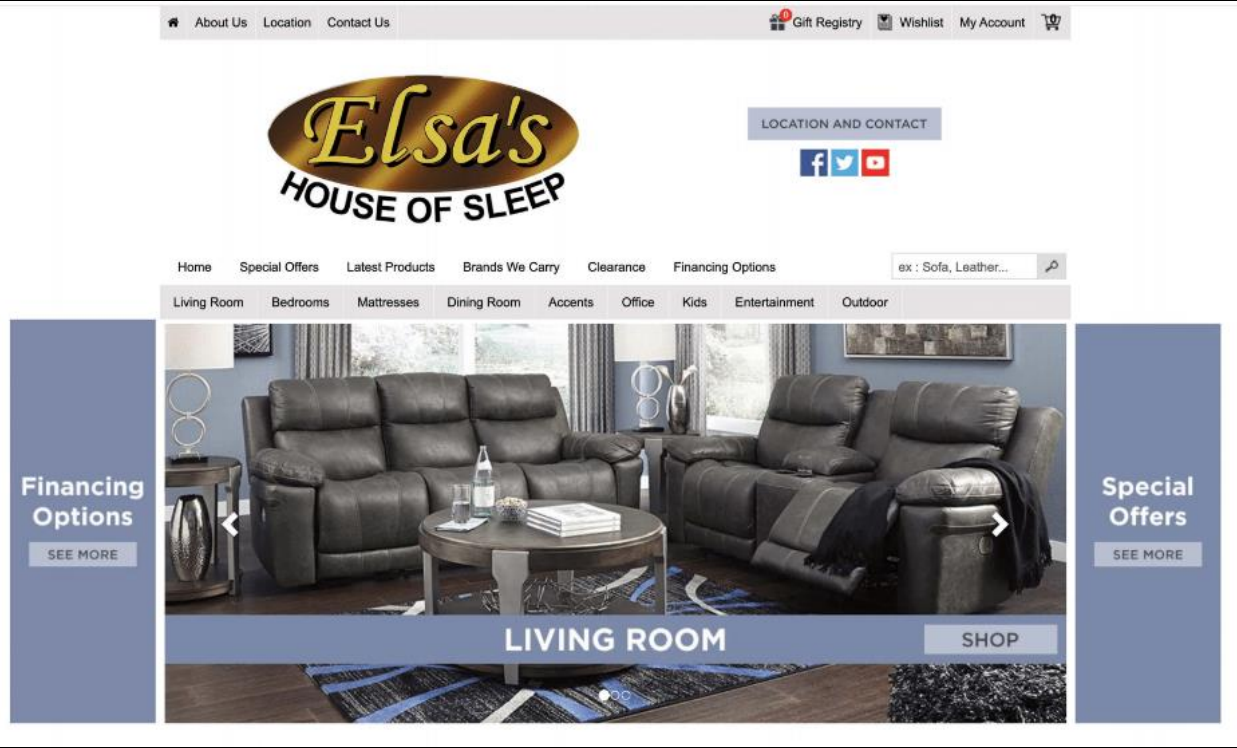
Owner, Tetra Constantino

Marketing Challenges

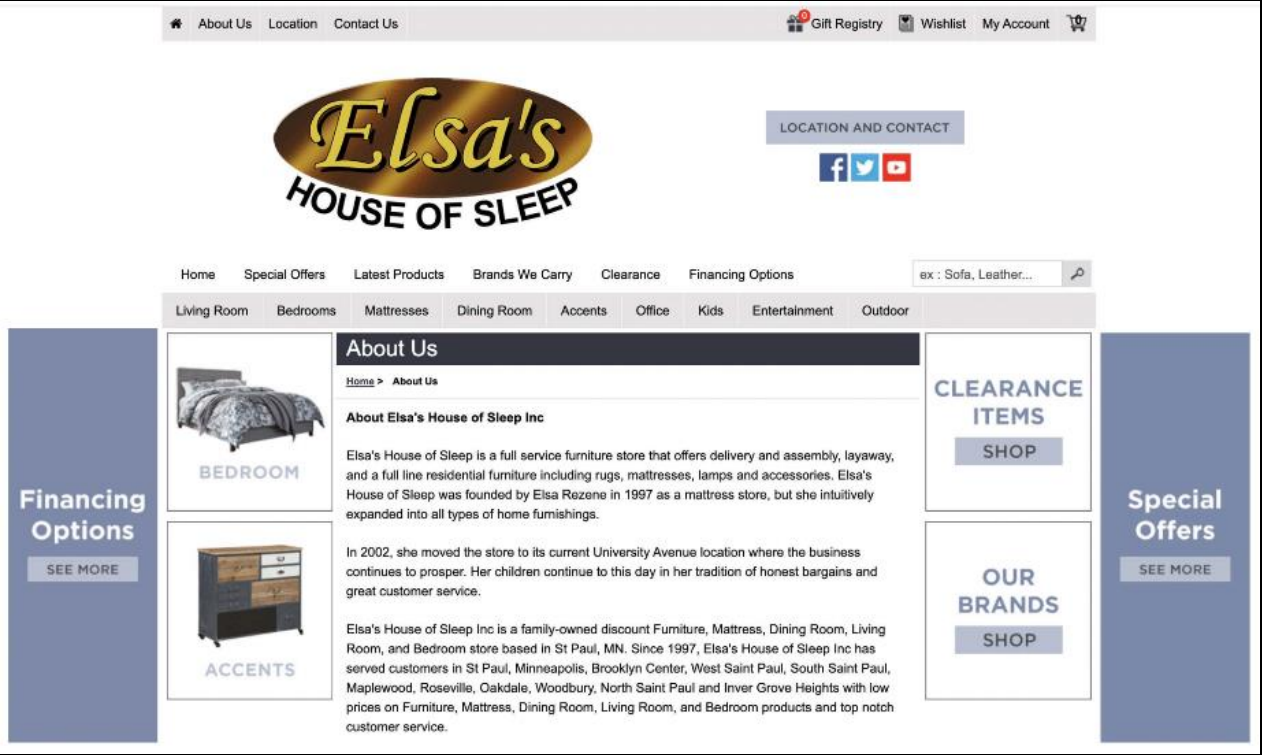
- Consumers shifting to online purchasing
- Templated website lacked differentiation
- Online experience didn't match in-store



Original Site: Template Design



Home Page



About Us Page



FURNITURE • RUGS • MATTRESSES

(651) 647-0225

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ex : Sofa, Leather...



[Living Room](#) [Bedrooms](#) [Mattresses](#) [Dining Room](#) [Accents](#) [Office](#) [Kids](#) [Entertainment](#) [Outdoor](#)

FINANCING
OPTIONS

[LEARN MORE ▶](#)

**“My first go-to when I
need furniture or rugs.**

Tetra and his staff are always
friendly and professional. You will
always get a good deal for
quality furniture.”

- SM Harmon



SPECIAL
OFFERS

[LEARN MORE ▶](#)

It's our Silver Anniversary

We couldn't have done it without you. Thanks to the customers,
friends, neighbors and employees who have joined us through
the years. Now let's get started on the march for 50!

Celebrating 25 Years Of Service

Site Refresh: Brand Infusion

Summary of Advice:

- Balance transactional with human connection
- Don't undervalue your expertise and service
- Invest in branding and real photography

Watch and share!

Season 6 Streaming Now On
SmallBusinessRevolution.org & **hulu**

Hosts Amanda Brinkman & Baron Davis



@smallbusinessrevolution



@smbizrevolution



/smallbizrev

Thank You!

Q&A

